

LYNNE GELLATLY SEGALL

Curriculum Vitae

ACADEMIC POSITIONS

Goizueta Business School, EMORY UNIVERSITY

2015-Present

Associate Dean, Management Practice Initiatives

Associate Professor in the Practice of Organization & Management

Leads the overall strategic direction for Goizueta's project-based experiential learning programs across all MBA degree programs and the Master in Business – Veterans degree, including developing and teaching core courses, cultivating and managing client relationships with the business community, and supporting 5-7 Goizueta IMPACT elective faculty to ensure meaningful student and client experiences. In this role, has:

- Taught over 3100 MBAs and 400 BBAs craft management skills including structured problem-solving, persuasive communication, and how to lead and organize the work of a team in solving messy, ambiguous problems. Redesigned the curriculum and enhanced courses with creation of new case materials, development of a course text called "Compass," creation of video and other "point of need" course reference materials and assets.
- Developed new experiential leadership development course, "Coaching a Problem-Solving Team" for 2nd MBA students who serve as IMPACT Coaching Fellows coaching first-year MBA IMPACT teams.
- Increased Professional Skill proficiencies of structured problem-solving, persuasive communication, teaming, research and analytics skills across all MBA degree programs from .5 to 1.0 points on a 5-point scale.
- Increased project revenue by 75% in first three years; expanded breadth and depth of client portfolio and improved quality and relevance of client projects, increasing overall student satisfaction. Scoped over 150 unique projects for 325+ MBA teams since 2017. Raised over \$1.85 million in project revenues since 2017.
- Created and managed a student Leadership Board comprised of 12-13 2nd-year MBA students who help manage operational aspects of the fulltime MBA spring IMPACT program, providing coaching and mentoring to enable board members to develop critical program management and leadership skills.
- Contributed to the Goizueta community in a variety of faculty advisor, committee, and support roles:
 - Served as founding Faculty Advisor for the John R. Lewis Racial Justice Case Competition (JLCC), a student-founded and run initiative that partnered 1040+ students from 115+ academic institutions with 18+ sponsoring organizations including Delta Air Lines, Walmart, Southern Company, Truist, Accenture, Taco Bell, UPS, IBM, HP, to address issues of racial equity at the intersection of business and society. In its four years, JLCC generated national recognition and enabled Goizueta to develop a relationship with the late Congressman John R. Lewis' family. Over the years, JLCC initiative generated media coverage in high-profile outlets including the Financial Times, Business Insider, Yahoo News, Atlanta Journal-Constitution, Atlanta Business Chronicle, and Poets & Quants. Beyond significant media impressions, JLCC has had a direct impact on admissions, with several students citing it as a key reason for applying to Goizueta.
 - Serve on Education Committee (3rd term) and Honor Council (4th term).
 - Deliver multiple virtual mock classes for MBA Admissions 2022-2065 with average attendance >50 candidates per session.

CONTACT

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PROFESSIONAL EXPERIENCE
ACCENTURE

\$28.6 billion strategy/ management consulting, technology, and outsourcing services organization

Successful in building innovative and sustainable professional development programs; inspired and energized teams to drive change; developed new and market-relevant services; collaborated effectively across businesses.

Principal Director, Talent & Organization Offering Development**2012-2015**

- Redefined and drove services portfolio and strategy for Accenture's ~\$1 billion global talent, leadership development, and organization consulting business; led thought leadership initiatives focused on future workforces, leadership development, and learning in the digital age; ensured market relevance of services through comprehensive competitive assessments.
- Advanced Talent & HR Services business by integrating offerings across multiple, diverse business units, and engaging broad stakeholder group around central mission; grew business 18% in two years.
- Increased effectiveness of 16-person team by expanding global footprint, hiring new talent and building individual and team capabilities through active coaching and mentoring; reduced fixed costs by 20%.

Director, Talent Management, Accenture Management Consulting**2009-2012**

- Chaired Talent Board comprised of global CXO leaders focused on addressing most critical workforce initiatives including onboarding strategy for new managing directors, career development / career model design, inclusion / diversity initiatives, and leadership development programs for 16,000-person workforce; increased employee engagement by 22% in one year; managed \$30 million talent management budget.
- Increased promotion rates of women to leadership by six points; spearheaded development of custom-leadership development program for high potential women and created a Women Leaders Business Board.

Director, Capability Development, Accenture Management Consulting**2001-2008**

- Designed, built and managed talent development programs including competency-modeling, learning and development, expert networks, and job rotation programs for management consulting workforce; created faculty training strategy to rapidly enable leaders to teach new core management consulting curriculum.
- Led team of 16; directed overall development budget of \$4.5 million; influenced annual training delivery budget of \$45 million.
- Accelerated workforce performance through a comprehensive, multi-channel (e.g., classroom, virtual, self-study) curriculum strategy for Accenture's global strategy consulting business.
- Pioneered Accenture's first competency-based learning "college" comprised of over 40 individual classroom-based courses progressing from basic to expert content for required core consulting skills; conceived of and developed concept, managed \$1 million development budget, created skills assessment approach, built high performing pool of over 100 internal and external faculty and successfully trained over 1,000 people across four career levels in first year; program still running successfully in 2018.
- Developed curriculum strategy, conducted instructional design for numerous courses, procured and managed performance of internal and external faculty, taught content, directed training operations, and evaluated overall course effectiveness of global capability development programs; created and managed innovative virtual delivery of skill development learning program to address cost pressures.

Manager, Strategy Consulting

1999-2001

- Developed corporate and operating strategies for global companies.
- Identified and evaluated strategic options for a major US airline's reservation call centers to drive incremental revenue; targeted \$50 million in new revenue generation opportunities.
- Developed strategy to reduce delivery costs for a major utility's service organization; created employee value model that quantified the cost of turnover leading to new organization design.
- Presented to C-Suite; led consulting teams; drove recruitment and team development.

GOIZUETA BUSINESS SCHOOL

2002-2014

Guest Lecturer & Project Team Coach

- Taught sessions on structured problem solving and communication and coached project teams for MKT549 Goizueta Marketing & Strategy Consultancy course.

THE COLLABORATIVE COOKING COMPANY

2001-2004

Founder / Owner

- Incorporated business teaching cooking and collaboration to social groups and organizations using a blended team building and instruction-based approach.

DELOITTE CONSULTING

\$580 million global management consultancy

Summer Associate

1998

- Led a 12-person client team as part of a post-merger integration assessment for a combined \$170 million apparel company; identified \$325,000 in potential savings through redeployment of resources to shared services; presented recommendation to CEO and senior leadership team.

AMERICAN FINANCIAL GROUP

\$3.5 billion Property / Casualty Insurance Group

1991-1998

Worked for Windsor Group, Leader National and Great American Insurance subsidiaries; promoted six times and relocated four times to Northeast, Midwest, and Southeast in seven-year tenure.

Internal Consultant, Customer Service Manager, Customer Group Manager

- At direction of CEO, as part of strategy to increase revenues from \$320 million to \$1 billion, designed and implemented company-wide re-engineering initiative.
- Led 23-member team in self-directed work team environment; applied decision analysis to improve service quality; created first formal customer service representative training program.
- Developed and implemented property/casualty insurance program for retail jewelry stores in eight-state territory; increased new business production 204% over prior year.

PUBLICATIONS & PROFESSIONAL ENGAGEMENTS

Books:

- **Don't Smash the Watermelon: A guide to business problem solving with impact: Success without the Mess** – published August 2026 (in collaboration with Patrick S. Noonan); ([Amazon order link](#))
- **IMPACT Coaching Fellow Handbook** – under development to be ready for Spring, 2027.

- **Compass** – 200+-page course text / workbook to augment Goizueta IMPACT curriculum; first produced in Spring, 2018 and updated annually until 2024.

Thought Leadership:

- “*Measuring the Effectiveness of Project-Based Experiential Learning*” by Lynne Segall & Karin Cochran – Presented research conducted with Karin Cochran, UNC – Kenan-Flagler, LEPE (Leaders of Experiential Project-Based Education) conference; Carnegie-Mellon University - June 2018.
- Led panel of business librarians discussing support of project-based learning programs at LEPE conference; NYU Stern - June 2019.
- Led discussion on “*Measuring the Effectiveness of Project-Based Learning*” at LEPE conference; University of Michigan – Ross School of Business – June 2024.

Case Materials – self-published for classroom and executive education usage:

- *Carter Nurseries* – original case used to teach problem definition
- *The Parking Spot* – original case used to teach problem framing and issue identification / structuring
- *Coke Channel* – modification of a real case for use in experiential classroom exercises focused on problem framing, issue structuring, insight development, and answer tree / logic pyramid development
- *Gyr Falcon Ventures* – expanded original case to include a “Part B” to enable additional analysis and application of core curriculum concepts including financial analysis and data analysis; updated case to include additional decision parameters and areas of investigation; updated three times over last ten years.
- *AuthenTech Parts* – commissioned and advised on creation of a new case to be used for experiential final exam.
- *Marco Polo Media, LLC* – commissioned and advised on creation of a new case to be used for experiential final exam.
- *Raven Wrapping* - commissioned and advised on creation of a new case to be used for experiential final exam.
- *MetAtlanta Task Force* - commissioned and advised on creation of a new case to be used for experiential final exam.
- *Flextronics* – added “wrap around” supporting materials to a Harvard Business School case to enable additional analysis and application of core curriculum concepts including data analysis and operational assessment

Speaking Engagements

- Resuscitation Quality Improvement Healthcare Seminar – Emcee – August 27, 2026.
- The Atlanta Conference – “*From Executor to Trusted Advisor*” – August 20, 2026.
- Lexis-Nexis – “*Executive Impact – How to be heard at the tables that matter*” – June 10, 2026.
- Great North Fulton County Chamber of Commerce – Small Business Owners Success Series Speaker – “*Executive Impact – Communicating with Clarity, Confidence & Influence*” - April 3, 2026.
- Goizueta Executive Women in Leadership Conference faculty keynote – “*Executive Impact – How to be heard at the tables that matter*” – March 6, 2026.
- Gwinnett County Chamber of Commerce – “*The ABCs of Executive Presence: Actionable Techniques to Improve your Personal Impact*” - February 13, 2025.
- Greater North Fulton County Chamber of Commerce BOLD Women’s Leadership Summit – “*The Task is the ASK*” – Fall, 2024.
- Greater North Fulton County Chamber of Commerce - BOLD Women’s Leadership Summit – “*Executive Impact: Showing Up Powerfully*” – Fall, 2023.

Executive Education Engagements

2017

- Midtown Consulting Group – taught one-day persuasive communication workshop.
- Turner – taught one-day persuasive communication workshop.

2018

- Crawford & Company – taught several-day workshop on structured problem solving and coached teams through analysis of a “mini-case.”
- Glenbrook Consulting – taught one-day problem solving workshop; taught virtual “refresher” course.
- US Army Rangers 3rd Battalion – taught one-day structured problem-solving workshop to new officers.

2019

- ALPLA – taught multiple problem-solving and communication modules to mid-level executives.
- Glenbrook Consulting – taught one-day problem solving workshop; taught virtual “refresher” course; commissioned to teach an additional 1.5 day workshop for new employees.
- US Army Rangers 3rd Battalion – taught one-day structured problem-solving workshop to mid- and senior-level officers.

2020

- Insight Sourcing Group – taught Executive Presence workshop and 1:1 coaching for ~20 consultants.
- Emory Executive Education – co-taught Structured Problem Solving open-enrollment workshops; delivered multiple Structured Problem Solving and Communication workshops as part of a leadership development program for a Fortune 100 company and coached teams on action-learning projects.
- Glenbrook Consulting – developed leadership development curriculum for senior manager career level.

2021

- OneDigital – taught two-day Structured Problem-Solving workshop to ~20 consultants.
- Emory Executive Education – delivered multiple Structured Problem Solving and Communication workshops as part of a leadership development program for a Fortune 100 company and coached teams on action-learning projects.
- Glenbrook Consulting – taught two-day Structured Problem-Solving workshop; taught virtual “refresher” course; commissioned to teach an additional 1.5 day-workshop for new employees.
- Insight Sourcing Group - conducted private 1:1 communication coaching to a senior manager.
- Roark Capital – co-taught two-day Structured Problem-Solving workshop to ~15 consultants.

2022

- BTS – Consultant supporting development of a skills framework for consultants; developed and delivered a “business buyer” proposal-writing workshop and provided 1:1 team coaching.
- Emory Executive Education – delivered multiple Structured Problem Solving and Communication workshops as part of a leadership development program for a Fortune 100 company and coached teams on action-learning projects.
- Glenbrook Consulting – taught two-day Structured Problem-Solving workshop.
- Insight Sourcing Group - taught Executive Presence workshop and 1:1 coaching for ~36 consultants; conducted private 1:1 communication coaching to a senior manager.

2023

- Glenbrook Consulting – taught half-day workshop on insight development, building a persuasive case for change, and communicating effectively.
- BTS – Delivered multiple proposal-writing workshops and provided 1:1 team coaching.
- Emory Executive Education – Serve as Faculty Director and teaching faculty on custom delivery of a Fortune 100 management development program.
- Crumbl Cookies – Delivered problem solving workshop to internal consultants.
- Top 15 Law Firm – Delivered problem solving workshop to associates.

2024

- BTS – Delivered multiple proposal-writing workshops and provided 1:1 team coaching; licensed video training content for usage.

2025

- EM-ProLEAD Emory Medical School – Executive Presence & Communication Workshop
- Woodruff Leadership Academy – Structured Problem Solving
- Emory Executive Education – Georgia Pacific: proprietary Structured Problem Solving content used to sell strategic engagement and delivered by adjunct faculty; provided 1:1 action-learning teams.

2026

- Glenbrook Consulting – taught virtual two-day structured problem-solving workshop spread over multiple sessions.

EDUCATION

MBA – GOIZUETA BUSINESS SCHOOL, Emory University, Atlanta, GA 1999

- Robert W. Woodruff Fellow – awarded full merit-based scholarship plus stipend
- Graduated Beta Gamma Sigma; awarded 1999 John Robson Outstanding Student service award
- President – Graduate Business Association – elected student leader for over 500 MBA students
- Founder – Goizueta Gives – student-run philanthropy

BS – SCHOOL OF SPEECH, Northwestern University, Evanston, IL 1991

- Communication Studies; Dean’s List
- Earned and paid for 75% of education / personal expenses; founded a collegiate sportswear business that averaged \$15,500 annually.

AWARDS & CERTIFICATIONS

Awards: Goizueta Leadership Award, Faculty Honoree – 2021, 2022; Outstanding Alumni Award - Goizueta Business School; Leader’s Edge 2012 Award – Speakeasy, Inc.; John Robson Outstanding Student Award - 1999,

Certifications: TRACOM Social Styles, Professional Chef – Loretta Paganini School of Cooking.

COMMUNITY

24 years of non-profit board leadership service including leading Board Affairs and Strategic Planning committees and serving as Vice-Chair and Board Chair for southeast healthcare provider and advocacy organization; provide strategic planning and board retreat consulting to local non-profits; currently leading Board Affairs for Horizon Theatre Company in Atlanta, Georgia; Graduate of Leadership Atlanta, 2007.